

Message Text

UNCLASSIFIED

PAGE 01 BONN 07113 171843Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----048325 180547Z /17

R 171835Z APR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7771
USMISSION USBERLIN

UNCLAS BONN 07113

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - MONARCH PUBLICATIONS, LA PUENTA,
CA

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

FIRMA BUERO SHOP
RESIDENZSTRASSE 36
D-1000 BERLIN 51, GERMANY
CONTACT: HERR UDO JUULS
PHONE: (030) 495-92-57
COMMENT: FIRM IS A MEDIUM-SIZED WEST BERLIN DISTRIBUTOR
OF POSTERS, STICKERS ETC. IN LOCAL MARKET. FOR PRODUCTS
OFFERED THERE COULD BE POTENTIAL MARKET IN BERLIN.
INTERESTED FIRM WAS ESTABLISHED IN 1972; EMPLOYS 4.
WELL-MANAGED COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION
OF ITS MARKET SHARE IN RELATIVELY BRIEF TIME. FIRM
OFFERS GOOD PROSPECTS FOR DEVELOPING NEW PRODUCT LINES
IN THIS MARKET. HERR JUULS WOULD LIKE ADDITIONAL
INFORMATION IN GERMAN, IF AVAILABLE. HE DESIRES DIRECT
CONTACT WITH THE ADS CLIENT.

VERLAG NORMAN RENTROP
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MOLTKESTR. 95
D-5300 BONN 2
CONTACT: MR. NORMAN RENTROP
PHONE: 02221 - 35 63 50
COMMENT: MR. RENTROP HAS BEEN AN INDEPENDENT ADVER-
TISING CONSULTANT AND FOUNDED A PUBLISHING COMPANY IN
1977 WHICH HAS 12 EMPLOYEES AND REPORTS AN ANNUAL SALES

VOLUME OF DM 500,000. BONN SUBMITTED TO ON JANUARY
12, 1978.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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NNN

Message Attributes

Automatic Decaptioning: Z
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Decaption Note: 25 YEAR REVIEW
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Disposition Approved on Date:
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Handling Restrictions:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: ONLY
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TAGS: BEXP, GE
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vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/9c0128ad-c288-dd11-92da-001cc4696bcc
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